



G-Cloud 14

Service Definition – Mobile User Experience



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Customer Experience Advisory

A customer's experience starts from the time they are aware of the brand's existence and continues all the way through purchase and usage of the product. It's the sum of all customer experiences a customer has with your brand, company, services, offering etc. across all possible digital touchpoints. CXA addresses the totality of all the elements of the various strategies, modes of expression and types of products, to create Business Value in terms of accelerating revenue generation, as a holistic offering for delivering better customer experience to the clients.

- **The levels of data backup and restore, and disaster recovery you'll provide, such as business continuity and disaster recovery plans**

offers full backup and restore for any services through our partnerships with IaaS providers as required

- **Any onboarding and offboarding support you provide**

Yes through documentation

- **Service levels like performance, availability, and support hours**

We mostly work with managed services, which are very reliable in terms of availability. we analyze all the areas and always plan for backup servers/infrastructure in case of failures. When a failure is detected, traffic is diverted to the backup servers with notifications to all the stakeholders.

- **After sales support**

Through the standard chat services, the project manager could be reachable during the business hours.

- **Security**

IDAM: 2 factor authentication

Operational security: All our services are tracked via our tracking tool and any new features and configurations are raised as a ticket. Tickets are used to manage all the change requests.

Interaction Engineering

we bring in Design thinking capabilities to design the intuitive and engaging user experience through user journey mapping , UX design and Visual Design. Leveraging the right ecosystem of tools and technologies to deliver high performing web and mobile applications and provide support and maintenance.

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Mobile Engineering Lab

We build, deploy, maintain, support and host cost-effective iOS and Android mobile apps. Apps are bespoke, but our modular build process reduces original coding and costs. Modules and functions already exist to handle all forms of content, communication, messages, publications, newsletters, and forms. Apps are hosted on a SAAS model. We offer hybrid and native mobile applications development. Our user-centric approach allows our dedicated, in-house team to work closely with you to rapidly design, develop, and deliver on time and within budget.

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Multi Experience

Multi experience refers to way we perceive and interact with digital worlds across the various touchpoints. It is Shifting focus from glass screen in our hands to real and simulated world around us to enable users to visualize and perform action to interact with object in simulated environment using AR/VR.

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About Wipro Limited

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading technology services and consulting company focused on building innovative solutions that address clients' most complex digital transformation needs. Leveraging our holistic portfolio of capabilities in consulting, design, engineering, and operations, we help clients realize their boldest ambitions and build future-ready, sustainable businesses. With 250,000 employees and business partners across more than 60 countries, we deliver on the promise of helping our clients, colleagues, and communities thrive in an ever-changing world.

